

XUZHI (JAMIE) ZHANG

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EDUCATION

Georgetown University

M.A. in Communication, Culture & Technology

Cumulative GPA: 4.00/4.00

Washington DC

Expected May 2024

University of Vermont

B.S. in Public Communication, Concentration in Communication Design

Cumulative GPA: 3.85/4.00 | Dean's List: 2020 Fall & 2021 Spring (top 20%)

Burlington, VT

08/2018–12/2021

SKILLS

Software: Adobe Suite (Illustrator, Lightroom, InDesign, PhotoShop, XD, After Effect, Audition, Premiere), Canva, SPSS, Python, C#, Unity

Additional: Quantitative Analysis, Qualitative Analysis, Natural Language Processing

Creative Works: [Photography](#), [Graphic Design](#), [Publication Design](#), [Branding and Identity Design](#), [Video editing](#), [Product Design](#), [UI/UX design](#), [Animated Infographic](#), [Gaming Design](#)

PROFESSIONAL EXPERIENCE

Berkley Center for Religion, Peace, and World Affairs

Graduate Fellow/Graphic Designer

Washington, DC

8/2023 – Present

- Crafted and laid out event promotional materials, reports, brochures, and publications with Adobe InDesign, blending templates with innovative designs for visual impact.
- Created social media content using Canva, such as graphics, GIFs, and templates, to maintain brand consistency and enhance audience recognition.
- Managed multiple projects simultaneously, delivering high-quality results consistently ahead of schedule.

Hipond Technology

UI/UX Designer

Washington, DC

7/2023 – Present

- Collaborated with the product manager on user research, developing personas and Customer Journey Maps to guide product development in alignment with target audience needs.
- Developed interactive prototypes and wireframes using Figma, enhancing user experience for Hipond's web and mobile applications.
- Established and managed the company's design style guide and brand assets, ensuring brand consistency across all touchpoints.

GU Graduate Admissions Office

Photographer

Washington, DC

4/2023 – Present

- Led photo shoot planning and execution in collaboration with the admissions team for university marketing, capturing and enhancing numerous high-quality images showcasing campus life, events, and facilities, using Adobe Lightroom and Photoshop.
- Filmed and produced 4 engaging social media video reels that highlight campus life, academic excellence, and extracurricular activities.

Yunnan Baiyao Group Co., Ltd.

Marketing Intern

Kunming, Yunnan

05/2021-08/2021

- Played a key role in planning and executing social media marketing campaigns for new shampoo products aimed at the Z-generation, achieving a 40% increase in engagement and 25% growth in follower base.
- Organized and conducted a successful traditional cultural festival for Yunnan Baiyao Health Product Center, drawing over 200 attendees and generating significant positive buzz on social media.

GROUPM

Media Marketing Assistant

Online

06/2020-10/2020

- Collaborated on optimizing media trafficking for 3 Hollywood movies, conducting detailed analyses and delivering comprehensive reports (bi-weekly, mid-campaign, post-campaign) to assess marketing effectiveness.
- Analyzed the competitive landscape in Hangzhou's ride-hailing industry, evaluating brand performance and awareness for T3 and 6 competitors, and assessing their advertising strategies and product usage.
- Utilized demographic data and consumer profiles to target specific audiences for media channels, leading to a 40% increase in T3 user engagement, exceeding campaign goals through a focused approach on lifestyles and psychographics.

PROJECT EXPERIENCE

Political Ad Exposure: Impact on Engagement and Perception

Washington, DC

Advisor: Prof. Diana Owen

1/2023-05/2023

- Conducted Pearson Correlation Analysis and Ordinary Least Squares Regression to evaluate the relationship between media exposure and voter turnout, as well as the influence of political ad exposure on online engagement metrics.
- Implemented Hierarchical Ordinary Least Squares Regression for nuanced variable analysis, enhancing model accuracy and addressing multicollinearity concerns.
- Executed Variance Inflation Factor Analysis to identify and mitigate multicollinearity in regression models, ensuring the integrity and distinctiveness of each variable.

UVM Branding Project

Burlington, VT

Advisor: Prof. Matt Dugan

09/2021-06/2022

- Led a team of 5 members to develop a booklet for Chinese international students and their families to market UVM and help freshmen integrate into study and life abroad.
- Analyzed 25 interviews and survey results to gather Chinese freshmen's impressions and concerns on UVM; Created the booklet summarizing the information collected from professors, Chinese seniors, and objective facts to give a proper address to these concerns; Conducted interviews with the UVM's International Office and Enrollment Management to ensure the alignment of booklet messaging with the university's branding guidelines.

Seeking the Light Project

Burlington, VT

Creator

08/2020-12/2020

- Reviewed 32 responses from a survey on the mental health challenges faced by Chinese international students during the pandemic and conducted interviews with 5 Chinese international students to explore their most common concerns (the difficulty getting homeland, loneliness due to social distancing, Asian Hate, shortage of medicine, etc)
- Collected many packaging papers from daily instant Chinese food, designed a creative pattern, and sewed it into a T-shirt as a significant installation of the project.
- Shot a photo series of an actor wearing the packaging paper T-shirt looking out of the window, and produced a video of individuals' stories to reflect the challenges (homesickness, exorbitant ticket prices, abrupt flight cancellations, and Asian Hate, etc.) of the Chinese student community at UVM. (Second place in the Video Competition for Overseas Education Students, organized by the Ministry of Education of P.R.C.)

"UVM Thrive" Social Media Campaign

Burlington, VT

Advisor: Prof. Matt Dugan

01/2020-05/2020

- Investigated common psychological problems among college students with a focus on depression.
- Operated social media channels to provide guidance and support for freshman students experiencing these problems during the pandemic.
- Collaborated in the graphic design group to create visuals with Adobe Suite for various platforms, including Instagram, podcasts, and the project website.

EXTRA EXPERIENCE

UVM Chinese Student and Scholar Association (CSSA)

Burlington, VT

President / Director of Marketing Communications

05/2019-12/2021

- Led a team of 25 to host various online events during the pandemic, collaborating with clubs from other universities and contributing to 29 large-scale events.
- Designed and executed a multi-platform social media strategy, resulting in a 30% increase in followers and extensive outreach to 95% of Chinese students on campus.
- Managed bilingual hosting duties for a two-day campus music competition, ensuring smooth execution, fostering inclusive communication, and receiving positive feedback for professional composure and adaptability.

Cheer-Up Henan Special Action Team (Respond to sudden typhoon disaster in Henan Province)

Online

Volunteer

07/2021

- Coordinated efforts with boat teams, delivery companies, and a total of 51 organizations to transport essential supplies to stranded civilians in the affected areas, particularly in Henan's Xinxiang County.
- Compiled diverse information sources and swiftly crafted and shared an engaging, informative public account article post within 12 hours of the disaster (covering volunteer recruitment, self-rescue tips, ways to seek help for those affected, and verified donation channels); the article was designed for impactful communication and easy information access, distributed widely on major Chinese social media platforms.
- Proactively and reactively liaised with 104 organizations and platforms, coordinating the distribution of the article through their networks, enhancing information reach and effectiveness.